घरेलू आवश्यकताओं को पूरा करने तक ही सीमित रखने का आग्रह किया गया है, जो हाल ही के वर्षों के दौरान अन्तर्राष्ट्रीय बाजार में आये थे।

Increase in the Cost of Beverage Concentrate Plant of Pepsi

287. KUMARI SUSHILA TIRIA : Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state :

(a) whether Government's attention has been drawn to an article in 'the Business World' (dated 25th October, 7th November, 1989) on Pepsi Project;

(b) if so, what are the reasons for increase in the cost of beverage concentrate plant from Rs. 5.5 crore to Rs. 11 crore ; and

(c) whether it is a fact that Coca Cola's proposed plant at NOIDA was to cost Rs. 3.5 crore and if so, what precisely are the equipments Pepsi Projects are using to justify such a high cost?

THE MINISTER OF TEXTILES WITH ADDITIONAL CHARGE OF THE MINISTRY OF FOOD PROCESSING INDUSTRIES (SHRI SHARAD YADAV) : (a) Yes, Sir.

(b) and (c) According to M/s. Punjab Agro Industries Corporation the increase in the project cost is due to the following reasons:—

(1) The investment in fixed assets such as land, equipment, plant and machinery and supporting infrastructural and ancillary facilities would be at higher levels.

(2) Since 1986, when the project was mooted, inflationary pressures have increased the costs substantially.

According to the application of Coca Cola their investment in buildings and plant and machinery was to be approximately Rs. 2.44 crores.

Export of Handloom Goods

288. SHRI M. VINCENT : Will the Minister of TEXTILES be pleased to state:

(a) the value in rupees of handloom goods exported during the last two years;

(b) what steps are being taken to step up the export target;

(c) what measures have been taken for giving more financial assistance to handloom weavers to procure yarn ; and

(d) what steps are being taken by Government to provide adequate yarn at lower prices ?

THE MINISTER OF TEXTILES WITH ADDITIONAL CHARGE OF THE MINISTRY OF FOOD PROCESSING INDUSTRIES (SHRI SHARAD YADAV) : (a) The exports of cotton handloom fabrics and made-ups increased from Rs. 237.63 crores in 1987-88 to Rs. 283.36 crores in 1988-89 representing an increase of about 19%.

(b) Keeping in view growth trends, a higher export target of Rs. 360 crores has been fixed for 1990-91 as against the target of Rs. 300 crores in 1989-90 for cotton handlooms. The Government have taken a number of steps to boost handloom exports such as sending trade delegations, conducting market studies and market researches, releasing advertisements in foreign trade magazines and distribution of publicity material, participation in exhibitions abroad, quality improvement of handloom products besides grant of Cash Compensatory Support etc.

(c) NABARD provides refidance facilities to State Cooperative Banks for financing *Inter-alia* production and marketing activites